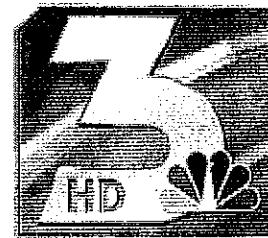


ORDER



Orders	Order / Rev:	104412	Alt Order #:	06832077	Product Desc:	HELLER FOR SENATE	Estimate:		Primary AE:	Amy McCreary
	Flight Dates:	09/05/12 - 09/11/12	Original Date / Rev:	07/18/12 / 09/07/12	Order Type:	GENERAL			Sales Office:	BLPHI
								Sales Region:	National	
Agency	Name:	Strategic Media Services, Inc.			Billing Type:	Cash				
	Buying Contact:				Billing Calendar:	Broadcast				
	Billing Contact:	3299 K St. NW Washington, DC 20007			Billing Cycle:	EOM/EOC				
					Agency Commission:	15%				
Advertiser	Name:	Heller, Dean for U.S. Senate			New Business Thru:					
	Demographic:	A35+			Order Separation:	00:05:00				
	Product Codes:	PLC01			Advertiser External ID:					
	Priority:	SELECT PRIORITY CODE			Agency External ID:					
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN								

Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/10/12	82	\$44,625.00	82	\$44,625.00	\$37,931.25	0.00
			Totals	82	\$44,625.00	\$37,931.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	29%	\$44,625.00
Market	100%	\$153,879.31

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$40,008.62
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$27,698.28
KTUD	1%	\$1,538.79
KVVU	24%	\$36,931.03
KWVB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,077.59

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/WagM	5-6a		--WTF--	:30	3	\$185.002	0.00	NM	3	\$555.00	
NEWS															
		Start Date	End Date	Weekdays		Spots/Week			Rate	Rating					
		Week: 09/03/12	09/09/12	--WTF--		3		\$185.00	0.00						

Order / Rev: 104412
 Alt Order #: 06832077
 Flight Dates: 09/05/12 - 09/11/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/WagM		5-6a	--WTF--	:30	3	\$185.002	0.00	NM		3	\$555.00											
M-F 5-6a WakeUp w/Wagners																										
NEWS																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/03/12</td> <td>09/09/12</td> <td>--WTF--</td> <td>3</td> <td>\$185.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/03/12	09/09/12	--WTF--	3	\$185.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	--WTF--	3	\$185.00	0.00																					
E 2	KSNV	09/10/12	09/10/12	M-F 5-6a WakeUp w/WagM		5-6a	M-----	:30	2	\$185.002	0.00	NM		2	\$370.00											
M-F 5-6a WakeUp w/Wagners																										
NEWS																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/10/12</td> <td>09/16/12</td> <td>M-----</td> <td>2</td> <td>\$185.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/10/12	09/16/12	M-----	2	\$185.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/10/12	09/16/12	M-----	2	\$185.00	0.00																					
E 3	KSNV	09/10/12	09/10/12	M-F 6-7a WakeUp w/WagM		6-7a	M-----	:30	2	\$450.002	0.00	NM		2	\$900.00											
M-F 6-7a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/10/12	09/16/12	M-----	2	\$450.00	0.00																					
E 4	KSNV	09/05/12	09/07/12	M-F 6-7a WakeUp w/WagM		6-7a	--WTF--	:30	3	\$450.002	0.00	NM		3	\$1,350.00											
M-F 6-7a WakeUp w/Wagners																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	--WTF--	3	\$450.00	0.00																					
E 5	KSNV	09/05/12	09/07/12	Today Show	CM	658a-9am	--WTF--	:30	3	\$550.002	0.00	NM		3	\$1,650.00											
Today Show																										
TODAY																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/03/12</td> <td>09/09/12</td> <td>--WTF--</td> <td>3</td> <td>\$550.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/03/12	09/09/12	--WTF--	3	\$550.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	--WTF--	3	\$550.00	0.00																					
E 6	KSNV	09/10/12	09/10/12	Today Show	CM	658a-9am	M-----	:30	2	\$550.002	0.00	NM		2	\$1,100.00											
Today Show																										
TODAY																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/10/12</td> <td>09/16/12</td> <td>M-----</td> <td>2</td> <td>\$550.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/10/12	09/16/12	M-----	2	\$550.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/10/12	09/16/12	M-----	2	\$550.00	0.00																					
E 8	KSNV	09/05/12	09/07/12	M-F Today Show II 3rd 10AM		9-10a	--W-F--	:30	2	\$200.002	0.00	NM		2	\$400.00											
M-F Today Show II																										
TODAY II																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	--W-F--	2	\$200.00	0.00																					
E 9	KSNV	09/05/12	09/07/12	M-F Today Show III 4th 10AM		10am-11am	--WTF--	:30	3	\$200.002	0.00	NM		3	\$600.00											
M-F Today Show III																										
TODAY III																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/03/12</td> <td>09/09/12</td> <td>--WTF--</td> <td>3</td> <td>\$200.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/03/12	09/09/12	--WTF--	3	\$200.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	--WTF--	3	\$200.00	0.00																					
E 10	KSNV	09/10/12	09/10/12	M-F Today Show III 4th 10AM		10am-11am	M-----	:30	2	\$200.002	0.00	NM		2	\$400.00											
Today 4th Hour																										
TODAY III																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/10/12</td> <td>09/16/12</td> <td>M-----</td> <td>2</td> <td>\$200.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/10/12	09/16/12	M-----	2	\$200.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/10/12	09/16/12	M-----	2	\$200.00	0.00																					
E 11	KSNV	09/10/12	09/10/12	Noon News	CM	12-1230pm	M-----	:30	2	\$275.002	0.00	NM		2	\$550.00											
Noon News																										
NEWS																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/10/12</td> <td>09/16/12</td> <td>M-----</td> <td>2</td> <td>\$275.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/10/12	09/16/12	M-----	2	\$275.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/10/12	09/16/12	M-----	2	\$275.00	0.00																					
E 12	KSNV	09/05/12	09/07/12	Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.002	0.00	NM		3	\$825.00											
Noon News																										
NEWS																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/03/12</td> <td>09/09/12</td> <td>--WTF--</td> <td>3</td> <td>\$275.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/03/12	09/09/12	--WTF--	3	\$275.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	--WTF--	3	\$275.00	0.00																					
E 13	KSNV	09/05/12	09/07/12	Dr. Phil	CM	3-4p	--WTF--	:30	3	\$300.002	0.00	NM		3	\$900.00											
Dr Phil																										
PHIL																										
<table> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/03/12</td> <td>09/09/12</td> <td>--WTF--</td> <td>3</td> <td>\$300.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/03/12	09/09/12	--WTF--	3	\$300.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/03/12	09/09/12	--WTF--	3	\$300.00	0.00																					
E 14	KSNV	09/10/12	09/10/12		CM	3-4p	M-----	:30	2	\$300.002	0.00	NM		2	\$600.00											

Order / Rev: 104412
 Alt Order #: 06832077
 Flight Dates: 09/05/12 - 09/11/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Dr. Phil												
				Dr Phil												
				PHIL												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 09/10/12	09/16/12	M-----		2			\$300.00	0.00						
E 15	KSNV	09/10/12	09/10/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm			M-----	:30	2	\$350.00	2	0.00 NM	2	\$700.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)										
				NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 09/10/12	09/16/12	M-----		2			\$350.00	0.00						
E 16	KSNV	09/05/12	09/07/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm			--WTF--	:30	3	\$350.00	3	0.00 NM	3	\$1,050.00
				4PM NEWS (1 hour)		(4:00 PM-4:30 PM)										
				NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 09/03/12	09/09/12	--WTF--		3			\$350.00	0.00						
E 17	KSNV	09/05/12	09/07/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm			--TF--	:30	3	\$450.00	2	0.00 NM	2	\$900.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)										
				NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 09/03/12	09/09/12	---TF--		2			\$450.00	0.00						
E 18	KSNV	09/10/12	09/10/12	NEWS 3 at 4 (1 HOUR)CM		4-5pm			M-----	:30	2	\$450.00	2	0.00 NM	2	\$900.00
				4PM NEWS (1 hour)		(4:30 PM-5:00 PM)										
				NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 09/10/12	09/16/12	M-----		2			\$450.00	0.00						
E 19	KSNV	09/10/12	09/10/12	M-F Early News	CM	5-630p			M-----	:30	2	\$725.00	2	0.00 NM	2	\$1,450.00
				M-F Early News												
				NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 09/10/12	09/16/12	M-----		2			\$725.00	0.00						
E 20	KSNV	09/05/12	09/07/12	M-F Early News	CM	5-630p			--TF--	:30	6	\$725.00	6	0.00 NM	6	\$4,350.00
				M-F Early News												
				NEWS												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 09/03/12	09/09/12	---TF--		6			\$725.00	0.00						
E 21	KSNV	09/10/12	09/10/12	M-F Jeopardy	CM	630-7pm			M-----	:30	2	\$725.00	2	0.00 NM	2	\$1,450.00
				M-F Jeopardy												
				JEP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 09/10/12	09/16/12	M-----		2			\$725.00	0.00						
E 22	KSNV	09/05/12	09/07/12	M-F Jeopardy	CM	630-7pm			--TF--	:30	3	\$725.00	2	0.00 NM	2	\$1,450.00
				M-F Jeopardy												
				JEP												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 09/03/12	09/09/12	---TF--		2			\$725.00	0.00						
E 23	KSNV	09/05/12	09/07/12	M-F Wheel	CM	7-730pm			--TF--	:30	2	\$725.00	2	0.00 NM	2	\$1,450.00
				M-F Wheel of Fortune												
				WHEEL												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 09/03/12	09/09/12	---TF--		2			\$725.00	0.00						
E 24	KSNV	09/10/12	09/10/12	M-F Wheel	CM	7-730pm			M-----	:30	2	\$725.00	2	0.00 NM	2	\$1,450.00
				M-F Wheel of Fortune												
				WHEEL												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 09/10/12	09/16/12	M-----		2			\$725.00	0.00						
E 25	KSNV	09/10/12	09/10/12	Face to Face w/ Ralston	CM	730-758pm			M-----	:30	2	\$400.00	2	0.00 NM	2	\$800.00
				CM												
				FACE												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>						
		Week: 09/10/12	09/16/12	M-----		2			\$400.00	0.00						
E 26	KSNV	09/05/12	09/07/12	CM	730-758pm				--TF--	:30	3	\$400.00	2	0.00 NM	2	\$800.00

Order / Rev: 104412
Alt Order #: 06832077
Flight Dates: 09/05/12 - 09/11/12

Advertiser: Heller, Dean for U.S. Senate
Product Desc: HELLER FOR SENATE
Estimate:

Order / Rev: 104412
 Alt Order #: 06832077
 Flight Dates: 09/05/12 - 09/11/12

Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N39	KSNV	09/10/12	09/10/12	The Agenda 1230pm	CM	1230-1p	M-----	:30	2	\$200.002	0.00	NM		2	\$400.00
				The Agenda 1230pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		2				\$200.00		0.00			
N40	KSNV	09/08/12	09/08/12	Weekend Jeopardy/WheGM		630-730pm	-----S-	:30	1	\$350.002	0.00	NM		1	\$350.00
				WKND Jeop/Wheel											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$350.00		0.00			
N41	KSNV	09/05/12	09/07/12	M-F Today Show II 3rd HCM		9-10a	--WTF--	:30	1	\$200.002	0.00	NM		1	\$200.00
				M-F Today Show II											
		TODAY II													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--		1				\$200.00		0.00			
N42	KSNV	09/10/12	09/10/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	1	\$1,000.001	0.00	NM		1	\$1,000.00
				M-F Jeopardy/Wheel of Fortune											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$1,000.00		0.00			
Totals														82	\$44,625.00